



843-870-4293



eva@engagingcreativeminds.org



www.engagingcreativeminds.org



# 13TH ANNUAL STATE BUSINESS PLAN COMPETITION

April 26, 2024  
Columbia, SC

## BUSINESS PLAN COMPETITION SPONSORS



INDIVIDUAL DONORS

Jennifer Minchoff



Powered-On By **ecm**

# WELCOME

Welcome to the 13th Annual YEScarolina State Business Plan Competition, powered on by Engaging Creative Minds (ECM). Our mission is to inspire creativity and curiosity in all learners through innovative and experiential learning.

ECM merged with YEScarolina in 2021, expanding our programs to high schools and creating a K-12 pipeline of arts education experiences. As a result, thousands more students are experiencing ECM's robust arts integration, entrepreneurship, and STEAM programs during school, after school, and in the summer.

One of my favorite quotes is by Peter Drucker who said, "The best way to predict the future is to create it," and today we get to witness the business ideas created by student entrepreneurs from all across South Carolina. We want to thank all the donors, volunteers, families, teachers, mentors, judges, ECM staff, and board members who have supported and encouraged these students along their journey.

To all the students competing today: congratulations on making it to the State Business Plan Competition! No matter where you place, this day is an important part of your journey towards creating the future of your dreams. Best of luck to each of you.

ONWARD!



**ROBIN BERLINSKY**  
CEO, ENGAGING CREATIVE MINDS

Today we celebrate the hard work of students in classrooms across our state, showcasing their entrepreneurial spirit with creativity, problem-solving, and grit. These students earned their spot in today's competition, and I couldn't be more proud.

I started with YEScarolina in 2003 as a high school entrepreneurship teacher at Charlestowne Academy. Jimmy Bailey, the founder, entered my classroom with his idea for a program to encourage students' entrepreneurship. I was hooked! We celebrate almost 20 years of success with YEScarolina, and the program has served over 10,000 students and certified 1500 teachers since 2004.

Since merging with ECM in 2021, we've expanded our reach to provide entrepreneurial programs for all grades, including kindergarten! YES programs are funded in summer camps and afterschool programs throughout the state.

Thank you for joining us for this very special day!



**EVA RUTIRI**  
DIRECTOR OF HIGH SCHOOL EDUCATION  
ENGAGING CREATIVE MINDS

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| 9-20 | Competitors                          |

# ITINERARY

| Time                  | Activity                                                                  | Location                                                   |
|-----------------------|---------------------------------------------------------------------------|------------------------------------------------------------|
| <b>8:00 am</b>        | Check-in / Registration<br><i>Mandatory for all Attendees</i>             | Entrance Lobby & CBIT Conference Room 101                  |
| <b>8:30-8:45 am</b>   | Welcome Address from YEScarolina                                          | CBIT Conference Room 101                                   |
| <b>8:45-9:00 am</b>   | Student Orientation<br><i>Mandatory for all students</i>                  | CBIT Conference Room 101                                   |
| <b>8:45 am</b>        | Preliminary Judge Orientation                                             | CBIT Executive Conference Room 203                         |
| <b>9:00 am</b>        | Students Preliminary Business Plan Presentation Round and Judging         | Room 101; 205; 207; 215; 216; 304; 305; 306; 308; and, 309 |
| <b>10:00-10:30 am</b> | Student Business Expo Booths                                              | Second Floor Atrium                                        |
| <b>10:30-11:00 am</b> | Entrepreneur Guest Panel Breakout Session                                 | CBIT Conference Room 101                                   |
| <b>11:00 am</b>       | Lunch                                                                     | Entrance/Lobby/Atrium                                      |
| <b>12:00 pm</b>       | YEScarolina Entrepreneurship Teacher and Student Recognition Ceremony     | CBIT Conference Room 101                                   |
| <b>12:30 pm</b>       | Keynote Speaker - Jerome Smalls                                           | CBIT Conference Room 101                                   |
| <b>1:00 pm</b>        | Announce 15 to 20 Semi-Finalists                                          | CBIT Conference Room 101                                   |
| <b>1:15 pm</b>        | Semi-Final Judge Orientation                                              | CBIT Executive Conference Room 203                         |
| <b>1:30 pm</b>        | Semi-Final Round and Judging                                              | Room 101; 205; 207; 215; and, 216                          |
| <b>2:00 - 3:00 pm</b> | Financial Literacy Breakout Session                                       | Study Rooms Second Floor                                   |
| <b>3:00 pm</b>        | Judge Deliberation from Semi-Final / Students Clean Expo Booth Materials  | CBIT Room 102 (Judges)                                     |
| <b>3:15 pm</b>        | Announce Finalists for Final Round                                        | CBIT Conference Room 101                                   |
| <b>3:30 pm</b>        | Final Business Plan Presentation Round                                    | CBIT Conference Room 101                                   |
| <b>4:30/5:00 pm</b>   | Checks Awarded for 1st, 2nd, 3rd, 4th, and 5th Place Winners; Photographs | CBIT Conference Room 101                                   |



## ENGAGING CREATIVE MINDS A BRIEF HISTORY

Engaging Creative Minds was created in 2013 as the result of a community coalition to provide in-school arts integration programs in elementary classrooms throughout Berkeley, Charleston, and Dorchester Counties.

The next year, ECM launched Summer STEAM (science, technology, engineering, arts, and math) Institute, a 6-week camp modeled on the success of its in-school programs to provide equal access and opportunity to the arts while preventing summer learning loss. In 2016 ECM won the NY Life Excellence in Summer Learning Award from the National Summer Learning Association.

In 2021, ECM merged with the successful non-profit, YEScarolina, completing a K-12 pipeline,

expanding the teacher certification program, growing the Business Plan Competition, and providing Power-On Afterschool Clubs for middle and high school students.

This year, ECM celebrates ten years of successful arts integration, STEAM, and entrepreneurship programs and is part of a \$20M statewide arts investment providing summer and afterschool programs in ten rural school districts supported by Arts Grow SC, which is funded by the South Carolina Arts Commission and the South Carolina Department of Education through American Rescue Plan Elementary and Secondary Schools Emergency Relief (ARP ESSER) funds.



## ENTREPRENEURSHIP TEACHERS

|                          |                                              |                    |
|--------------------------|----------------------------------------------|--------------------|
| <b>Joseph Long</b>       | Crescent High School                         | Anderson County    |
| <b>Vickie Everett</b>    | Berkeley Alternative High School             | Berkeley County    |
| <b>Kseniya Showalter</b> | Stratford High School                        | Berkeley County    |
| <b>Micki Boulineau</b>   | Charleston Charter School for Math & Science | Charleston County  |
| <b>David Stinson</b>     | Baptist Hill High School                     | Charleston County  |
| <b>Lisa Dudding</b>      | Wando High School                            | Charleston County  |
| <b>David Fralix</b>      | Wando High School                            | Charleston County  |
| <b>Angelia Jackson</b>   | Georgetown High School                       | Georgetown County  |
| <b>Norma Lynn Brown</b>  | Young CEO's and Leaders of Tomorrow          | Richland County    |
| <b>Kelly Kiser</b>       | RD Anderson Applied Tech Center              | Spartanburg County |

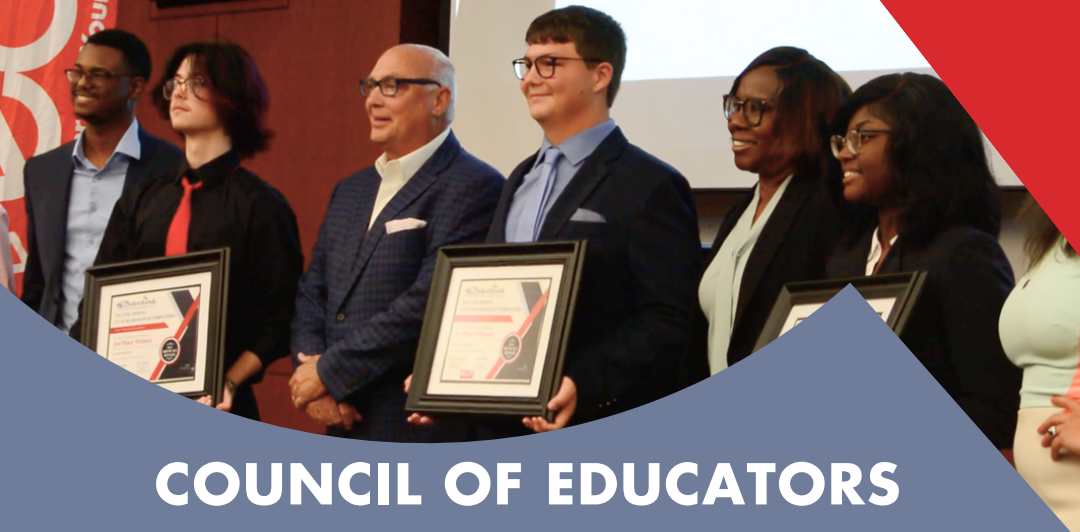
## KEYNOTE SPEAKER

4.

**Jerome Smalls** is a visionary and strategist from Charleston, South Carolina.

He believes in the limitless power of human-centered design and storytelling, which are motifs represented by his bachelor's in marketing and master's in educational transformation from Georgetown University. This explains why his entire career thus far has consisted of him launching innovative and disruptive initiatives: from starting a company committed to centering the stories of youth, to establishing a nationwide networked-learning community of high school educators, to developing a nuanced relationship between Charleston's Police Department and the community it serves. Jerome believes everything in our society was once a figment of someone's imagination. Therefore, any aspect of it can be reimaged...





## COUNCIL OF EDUCATORS

**David Fralix**  
District 1 - Charleston, SC

**Norma Brown**  
District 2 - Columbia, SC

**Joseph Long**  
District 3 - Anderson, SC

**Kelly Kiser**  
District 4 - Spartanburg, SC

**Linda Avery**  
District 5 - Sumter, SC

**Scott Stevenson**  
District 6 - Summerville, SC

**Monica Brisbon**  
District 7 - Myrtle Beach, SC

## ECM STAFF

**Robin Berlinsky**  
Chief Executive Officer

**Eva Rutiri**  
Director of YEScarolina

**Sierra Jung**  
Director of In-School Education

**Starr Jordan**  
Director of Out-of-School Programs

**Kari Maastricht**  
Director of Operations

**Chelsea Gold**  
Sr. Support Specialist

**Lauren Silver**  
Program Coordinator

**Bailey Williams**  
Operations Coordinator

**Melissa Mackenzie**  
Program Administrator

**Kendall James**  
Curriculum Coach

**Robin Boston**  
Curriculum Coach

**Ann Birdseye**  
Curriculum Coach

## ECM'S BOARD OF DIRECTORS

**John Mistretta**  
ECM Board Chair; Founder & President Mistretta Leadership Group

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ECM Board Vice Chair; VP of Product and Design, Ampla Financial Technologies

**Christopher Ibsen**  
ECM Board Treasurer; President Dolphin Architects & Builders

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ECM Board Secretary; Former President of the South Carolina PTA

**Dr. Donald Gordon**  
Executive Director The Riley Institute

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Administrator of Educational Programs Santee Cooper

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Berkeley County School District Superintendent

**Anita Huggins**  
Charleston County School District Superintendent

**Douglas Kirkman**  
Founder of Unity Real Estate Partners

**Kathleen Wright**  
Past President Arts, etc.

**Barbara Nwokike**  
South Carolina Arts Commission

**Dr. William "Shane" Roberts**  
Dorchester Two School District Superintendent

**Scott Shanklin-Peterson**  
Senior Fellow in the Arts Management Program, College of Charleston

**Honorable William S. Cogswell, Jr. (Designee Mindy Sturm)**  
Mayor City of Charleston (Director at City of Charleston Mayor's Office for Children, Youth and Families)

**Steve Swanson**  
Director, Quick Sort RX

**Trey Tezza**  
Co-Founder of Find My Path

**Allison Van Diest**  
Product Marketing Vice President Blackbaud

**Dr. Fran Welch**  
College of Charleston Dean/ School of Education

**Brittany Westbrook**  
President DeLoache Family Foundation



## JUDGES

**Jennifer Minchoff**  
Tradebank of Charleston

**Dana Depew**  
SC Department of CTE

**Julianna Smith**  
Thyias Jewelry

**Ashley Owens**  
SC Commission for  
Minority Affairs

**Charlenia Snider**  
Goal Slayers Tribe

**Anna Duvall**  
SC Department of  
Education

**Joy Obidike, PhD**  
STEMology

**Dabs Davis**  
Western Piedmont  
Education Consortium and  
Piedmont Technical  
College

**Chantelle Broughton**  
SC Association for  
Community Economic  
Development

**Jerome Smalls**  
SmallTalk Group

**Donna Staller**  
Hi-Density Spacesaving  
Systems

**Claire Hansell**  
Business Powerhouse

**Dr. Delores Dacosta**  
Business

**Caroline Crowder**  
Boyd Innovation Center,  
powered by GrowCo

**Jesse Derbyshire**  
Blend Juice Bar

**Renee Smith**  
Subtle and Sass Boutique

**Carrie Tucker**  
Practical Education  
Consulting

**Jessica Pym**  
Barnwell County  
Consolidated School  
District

**Duncan E. White**  
Inkpointe Financial Group,  
LLC

**Judge Name**  
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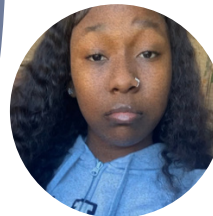
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# COMPETITORS

To all the students competing today: Congratulations on making it to the State Business Plan Competition! No matter where you place, this day is an important part of your journey towards creating the future of your dreams. Best of luck to each of you.



**Destine Edwards**  
**Grade 11**

Baptist Hill High School

## DESSY'S DAYCARE

Dessy's Daycare is a quality babysitting service. We are here to encourage your little ones, while offering our love and support. We will never quit on your kids and we're here for every minute you need us to be.



**JohnQuez Henderson**  
**Grade 11**

Baptist Hill High School

## CUSTOM HIGH SCHOOL ATTIRE (CHA)

Custom Highschool Attire is a small clothing business dedicated to making custom jerseys, hats, shirts, jackets, and more for young high school athletes. Our goal is to provide custom clothing that also pays high school athletes for letting us use their names.



**Student**  
**Grade xx**

School

## BUSINESS NAME

Business description



**Leon Mitchell**  
**Grade 10**

Berkeley Alternative  
High School

## RAHKZZ WEBSITE DESIGN

Rahkzz Website Design is here to customize and design your business's website. With a keen eye for design and a heart that understands your business aims, I create an online home that not just exists, but exclaims!

## COMPETITORS



**Shakayla Campbell**  
**Grade 9**

Berkeley Alternative  
High School

### KAY'S BOUTIQUE HAIR WORKS

Kay's Boutique is a hair braiding service. If you want to your hair to turn heads and get numerous compliments then you want to come to Kay's Boutique – Bringing out the beauty within!



**Student**  
**Grade xx**

School

**BUSINESS NAME**  
business description



**Krimson Logue &  
Marta Ayestaran Torre**  
**Grade 11**

Charleston Charter School  
for Math & Science

### WONDERLAND

Wonderland is a bakery that sells themed cupcakes/cake-pops. You can get these customized to a season, a show/movie, and more! We want to satisfy our customers with something wonderfully sweet.



**Sydney Rich**  
**Grade 11**

Crescent High School

### CRAZY CROCHET

Crazy Crochet makes customizable handmade crochet items. We offer same day shipping and affordable prices for you to get the items you want!

## COMPETITORS



**Isabella Gillespie**  
**Grade 10**

Crescent High School

### SOOTHING SCENTS

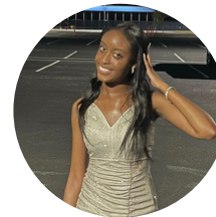
Soothing Scents is a handmade soap business that provides affordable soaps. We offer a variety of long-lasting scents that are made with clean ingredients.



**Student**  
**Grade xx**

School

**BUSINESS NAME**  
Business description



**Nyasia Davis**  
**Grade 10**

Georgetown High School

### XCLUS CLOTHING

Xclus Clothing is a clothing line that shows many different fashion styles anyone can find according to what they like. My business consists of customizing t-shirts and sweatshirts for individuals who want to express themselves in a unique way, while also making less of an environmental impact.



**Shania Hayward**  
**Grade 10**

Georgetown High School

### NATURAL BEAUTY

Natural Beauty provides all natural body butter for people who suffer from dry skin. My body butter is great for your skin and it will keep you moisturized. My product is handmade and affordable.

## COMPETITORS



**Michelle Cagnant**  
**Grade 11**

R.D. Anderson Applied  
Tech Center

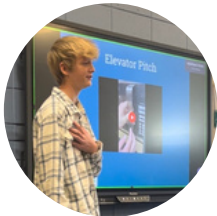
**RIGHTBACKS**

RightBacks are customizable shoes that are right for any occasion. These are shoes that can be modified with different bases of your choosing so that you always have the right pair of shoes.



**Student**  
**Grade xx**  
**BUSINESS NAME**  
Business Description

School



**Hagen Howard**  
**Grade 10**

R.D. Anderson Applied  
Tech Center

**UNPACKED BAITS CO.**

Unpacked Baits Co. allows you to mix and match fishing baits. This business gives you full freedom in creating your own baits at an affordable price.



**AD Miller**  
**Grade 11**  
**AD STUDIOS**

R.D. Anderson Applied  
Tech Center

AD Studios is a handmade clothing business. This business combines my love for art and fashion. From stitched pieces to painted on pieces to printed pieces and more, AD Studios gives people the ability to customize and create diverse clothing.

## COMPETITORS



**student**  
**Grade xx**  
**BUSINESS NAME**  
Business description

School



**Devon White**  
**Grade 10**

Stratford High School

**SUKI'S WARDROBE**

Suki's Wardrobe is a business for interchangeable, high quality dog costumes made out of a durable and light harness. By using simple clip-on accessories, your dog can be dressed up while wearing a safe harness.



**Alonzo Perez-Garcia**  
**Grade 12**

Stratford High School

**FOR HER**

For Her is an online business to help consumers who don't know where to go to get things for their significant other.



**Aiyanna Gourdine**  
**Grade 10**  
**JANAE JEWELS**

Stratford High School

Janae Jewels offers beaded bracelets that are unique and made of high-quality materials. Our bracelets come in a variety of enchanting designs, a kaleidoscope of vibrant color options, and delicate charms. Elevate your style with Janae Jewels' exquisite beaded bracelets.

COMPETITORS



**Avonlea Majewski**  
**Grade 11**  
Wando High School  
**SK8SKI**  
Sk8ski takes old used skateboards, surfboards and skim boards and reconstructs them into functional and trendy furniture and decor including coffee tables, hat hangers, mirrors, and shelves.



**Emerson Schmitz**  
**Grade 10**  
Wando High School  
**FINDABALL**  
Findaball is a golf ball that has a trackable chip to help customers find their golf balls through an app on their phone. The ball is also customizable, making it easier for users to locate their golf balls.



**Student**  
**Grade xx**  
School  
**BUSINESS NAME**  
description of business



**Student**  
**Grade xx**  
School  
**BUSINESS NAME**  
description of business

COMPETITORS



**Student**  
**Grade xx**  
School  
**BUSINESS NAME**  
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description of business

School

## MEET THE JUDGES



**Nick Annan**

Columbia, SC

### ELLIOT DAVIS

Nick leads the Firm's Accounting Advisory Services practice in Columbia, SC. With nearly 15 years of public accounting experience, Nick serves as a controller and CFO advisor to his customers. He is passionate about assisting organizations to learn and grow through accounting, finance, and operations advisory collaboration. He consults with customers on a regular basis regarding budgeting, cash flow forecasting, and management reporting. During the COVID-19 pandemic, Nick served as one of the firm's subject matter experts on the Paycheck Protection Program; helping firmwide customers obtain loans to sustain their organizations through the pandemic and ultimately achieve maximized loan forgiveness.



**Claire Ansell**

Mount Pleasant, SC

### BUSINESS POWERHOUSE

As a seasoned expert in the business realm, Claire brings a wealth of experience and a track record of success. Having built her own thriving company and contributing significantly to the development and transformation of numerous corporations, Claire offers a unique perspective. With a deep understanding of business dynamics, both in failure and success, she is equipped with practical strategies to drive growth. Whether working with multinational giants or nurturing startups, her influence is a constant in the success stories she has helped craft.

## MEET THE JUDGES



**Chantelle Broughton**

North Charleston, SC

### SC ASSOCIATION FOR COMMUNITY ECONOMIC DEVELOPMENT

Chantelle Broughton managed the highly successful SC Community Navigator Pilot Program which facilitated a statewide entrepreneurial ecosystem to assist 800 clients in accessing resources, over 4,000 hours of counseling and training services, and more than \$27 million in capital for their businesses. She serves as a resource for entrepreneurs in navigating services and building wealth through the power of entrepreneurship. With a background in social work, she is multifaceted in her approach in connecting stakeholders to collaborate and advocate to strengthen the economic landscape in South Carolina. She manages the Business Success Center at The Opportunity Center which serves as a resource hub and co-working space for small business owners providing individualized training and a community of support.



**Caroline Crowder**

Columbia, SC

### BOYD INNOVATION CENTER, POWERED BY GROWCO

As Executive Director for the Boyd Innovation Center, powered by GrowCo, Caroline Crowder fosters an inclusive and robust startup community through activities that inspire new founders, provides programming to support founders at different stages of their journey, and organizes events that showcase the region's entrepreneurial successes. Caroline was most recently based in Singapore, overseeing the global alliances strategy for an education technology firm appointed by the Singaporean Ministry of Education to implement the Digital Reskilling & Upskilling Plan to reimagine education as a global common good.

## MEET THE JUDGES



**Dr. Delores Dacosta**

Columbia, SC

**BUSINESS NAME**  
description of business



**Dabs Davis**

Greenwood, SC

**WESTERN PIEDMONT EDUCATION  
CONSORTIUM AND PIEDMONT TECHNICAL  
COLLEGE**

Dabs has a background in non-clinical healthcare operations in both the private and corporate sectors. She has spent the past 5 years in education and is currently serving as the Upper Savannah Regional Career Specialist. While simultaneously teaching adjunct healthcare courses for Piedmont Technical College.



**Dana Depew**

Columbia, SC

**OFFICE OF CAREER AND TECHNICAL  
EDUCATION**

Ms. Depew is the Education Associate in the Office of Career and Technical Education who manages the courses and programs in the Business, Finance, and Marketing clusters. As a former Business education teacher, Ms. Depew is passionate about all things business!

## MEET THE JUDGES



**Jesse Derbyshire**

Mount Pleasant, SC

**BLEND JUICE BAR**

Jesse Derbyshire is the founder of Blend Juice Bar. With a passion for health and wellness, Jesse has crafted healthy juice recipes over the past decade! He has managed social media, human resources, and overseen payroll. Jesse is now preparing to franchise the juice bar across seven states. With a decade of success and ambitious plans ahead, he is looking forward to judging our future entrepreneurs.



**Anna Duvall**

Columbia, SC

**SOUTH CAROLINA DEPARTMENT OF  
EDUCATION**

Anna Duvall is an author, small business owner, and has over 25 years of experience as a professional school counselor. She was recognized as the 2014 South Carolina School Counselor of the Year, 2015 American School Counselor Association Counselor (ASCA) of the Year semi-finalist, and 2018 College Board Southern Region Counselor of the Year. Mrs. Duvall currently serves as the Team Lead for Student Transition Services in the Office of Career and Technical Education & Student Transition Services at the South Carolina Department of Education.

## MEET THE JUDGES



**Ellison Jackson**

Columbia, SC

### ELLIOT DAVIS

Ellison is a Certified Public Accountant with experience in both public and private accounting. She serves as a manager in the Accounting Advisory Services Group at Elliott Davis. Ellison is from Charleston, South Carolina and attended Presbyterian College for her undergraduate degree and received her Masters degree from the Clemson Accountancy program. Ellison specializes in assisting non-profits and enjoys getting to be a part of each organization's mission and helping to translate financial numbers into mission goals that drive each organization.



**Jennifer Minchoff**

North Charleston, SC

### TRADEBANK OF CHARLESTON & COLUMBIA

Jennifer, the child of a single mother, who was later raised by her grandparents has witnessed firsthand what hard work looks like. Growing up, she watched her entrepreneurial grandparents and has taken away many lessons throughout the years. Currently, she is a single mother of 3 children. It is her hope that she can pass along the same work ethic and passion for others to her children and those she works with.

## MEET THE JUDGES



**Joy Obidike, PhD**

Sumter, SC

### STEMOLOGY

Dr. Joy Obidike is a leader in student-centered technology and innovation. She served the US Senate as a NASA and Education Correspondent, spearheading initiatives with top professionals. Today, she is accredited with launching STEM programs in 5 countries and is presently contracted with Richland One. She is a startup entrepreneur in domestic and global digital education platforms—with an emphasis in data analytics & leadership.



**Ashley Owens**

Columbia, SC

### SOUTH CAROLINA COMMISSION FOR MINORITY AFFAIRS

A South Carolina native and public servant, Ashley Owens is the African American Affairs Program Coordinator at the South Carolina Commission for Minority Affairs. A journalism graduate and proud USC alumna, Ashley has found her passion working in state government for multiple agencies. As a Public Assistance Coordinator, she helped the SC Emergency Management Division secure multi-million-dollar federal aid for families recovering from natural disasters. At CMA, she has continued her service to the public, facilitating a workshop for community leaders, and she finds great joy in helping her African American and minority neighbors achieve a better quality of life. Her greatest impact, however, is found in the life of her family, being a loving wife to Chris and mother to Cameron and Averie.

## MEET THE JUDGES



**Jessica Pym**

Williston, SC

### BARNWELL COUNTY CONSOLIDATED SCHOOL DISTRICT

Jessica Pym serves as the Coordinator of Visual and Performing Arts for the Barnwell County Consolidated School District.



**Jerome Smalls**

Charleston, SC

### SMALLTALK GROUP

Jerome Smalls is a visionary and strategist from Charleston, SC who believes in the limitless power of human-centered design and storytelling, which are motifs represented by his bachelor's in marketing and master's in educational transformation from Georgetown University. This explains why his entire career thus far has consisted of him launching innovative and disruptive initiatives: from starting a company committed to centering the stories of youth, to establishing a nationwide networked-learning community of high school educators, to developing a nuanced relationship between Charleston's Police Department and the community it serves. Jerome believes everything in our society was once a figment of someone's imagination. Therefore, any aspect of it can be reimaged...

## MEET THE JUDGES



**Julianna Smith**

Goose Creek, SC

### THYIAS JEWELRY

Julianna Smith is a young entrepreneur who started her Jewelry business at the age of 16! She was inspired by her late grandfather who had a passion for jewelry making. For the past year, Julianna has been selling her handmade jewelry through her website. She is excited to inspire other young entrepreneurs and hopes that this event will allow them to believe they can do anything they put their minds to!



**Renee Smith**

Mt. Pleasant, SC

### SUBTLE AND SASS BOUTIQUE

description of business

## MEET THE JUDGES



**Charlenia Snider**

North Myrtle Beach, SC

### GOAL SLAYERS TRIBE

Charlenia Snider, a woman of faith and serial entrepreneur, guides thousands in ministry and business. As a Pastor's wife and change agent, she fosters growth through fulfillment and expectation. With engaging courses and strategies, Charlenia captivates diverse audiences, offering clarity in vision and new skills for global brand building. As Founder of Lioness Design Boutique, she crafts meaningful brands for women entrepreneurs worldwide. Affectionately known as The Goal Slayer, Charlenia leads The Goal Slayers Tribe, fostering collaboration and innovation in personal and professional growth, centered on faith. Featured in CBS, NBC, FOX, and various publications, she's an Award-Winning Serial Entrepreneur, scaling businesses solo.



**Donna Staller**

Eutawville, SC

### HI-DENSITY SPACESAVING SYSTEMS

Donna Staller has 30+ years as a special education teacher and instructional lead teacher. She also received her Small Business Management/Entrepreneurship certification from the University of Phoenix. Specializing in Small Business Management, she serves as the ISO 9001 Quality Management System Auditor at her family's manufacturing business, Hi-Density Spacesaving Systems. Hi-Density is an industry leader, designing and manufacturing mobile storage systems that suit customers' unique storage needs.

## MEET THE JUDGES



**Carrie Tucker**

Moncks Corner, SC

### PRACTICAL EDUCATION CONSULTING

Dr. Tucker is a career changing educator. After a career in Corporate Wellness along with running her family-owned construction business she decided to pursue educational leadership when she recognized the need for change to our traditional education system. She has led a midland's career and educational technology department through a major redesign, collaborated with Midland's Technical College and University of Virginia to bring a project-based STEM program to life and provided her expertise to a variety of charter schools in strategic improvement along with curriculum and design. Her contributions have led several schools to excellent SCDE ratings, student growth through community, engagement and grant approvals that have provided the finances for overall program growth. She provides an industry understanding of education that has contributed to over 10 charter school applications, approvals, and success. She has been a part of the Divergent Learning faculty at Columbia College that has since revamped their face-to-face program into a completely online system. Dr. Tucker specifically promotes engaging student work and innovative learning that provides every student the tools to success.

## MEET THE JUDGES



**Duncan E. White**

Irmo, SC

**INKPOINTE FINANCIAL GROUP, LLC**

Financial Advisor and Insurance Agent with over 17 years of experience. Founder of Inkpointe Divorce Solutions, LLC, a company that specializes in helping people going through the divorce process understand the implications of their settlement options.



**Tracy Williams**

Lexington, SC

**DING NABBIT**

Tracy Williams, a native of the midlands spent the first part of his career in the Flour Milling Industry. Approximately 10 years ago, he started Ding Nabbit. Ding Nabbit is a Paintless Dent Repair company that specializes in removing dents from cars without painting or body filler.



**Jennifer Woody**

Columbia, SC

**SC DEPARTMENT OF EDUCATION**

Regional Career Specialist

## COMPETITORS